

I'm writing this to support the National Association of Broadcasters petition seeking a Declaratory Ruling on satellite radio's broadcasting of local information. KNCO AM & FM are licensed to Grass Valley, CA. We produce 37 hours of local news and information programming weekly, have won two NAB Crystal awards for excellence in community service and numerous awards from AP and RTNDA for our local news coverage. We have 24 employees that live locally, participate in local community organizations, shop at local stores etc. We are living proof that there is more to a local broadcaster serving his/her community than what comes out over the airwaves.

This issue is about playing by the rules. Satellite radio was approved as a national only service without the intent of broadcasting information designed for specific local markets. No ownership limits, no local EEO requirements, no local EBS or Amber Alert capabilities, no annual population based license fees equivalent to those local broadcasters pay, no living and breathing in thousands of small communities that depend on their local stations for in depth coverage and community involvement. Allowing localization of satellite through any technology, especially terrestrial repeaters, is the equivalent of granting licenses for many new local AM and FM stations that don't have to adhere to the rules that govern existing stations and more importantly don't have to live in the communities they serve.

While Satellite broadcasters claim that their localization will serve the public, the bottom line is that their localization will ultimately do the opposite. Local broadcasters, the ones truly committed to serving the nations local communities, will be hurt financially and that will limit their capabilities.

I urge the commission to place an emphasis on the original intent and promise of satellite broadcasters to be a national only service.

Thank You,  
Robert D. Breck Jr.  
General Manager  
KNCO AM & FM